

IMPERIAL VALLEY COLLEGE

Standing Rules of the Public Relations and Marketing Committee

Access to the Public Relations and Marketing Committee is available to all members of all constituencies

MEETINGS

At its first meeting of each academic year the Public Relations and Marketing Committee will set a time and place to meet agreeable to its members. The Committee will meet at least once a month. A schedule of the meetings will be provided on the website.

AGENDA

1. The Public Relations and Marketing Committee will generate its agenda from items submitted by any Committee member or any member of the campus community of Imperial Valley College.
2. The agenda will be prepared by the Chair and Co-Chair of the Public Relations and Marketing Committee and distributed to the Committee members 24 hours in advance of the meeting.
3. In addition, copies of the agenda and minutes of previous meetings will be posted on the College website.

OPERATIONS

1. A quorum must be present to hold a meeting. For this Committee a quorum is one more than half of the committee members assigned.
2. Constituent groups may designate up to three alternates who may serve during a Public Relations and Marketing Committee meeting in the absence of the permanent member. The IVC President/Superintendent may also assign members. The slate of alternates will be selected and presented to the Public Relations and Marketing Committee in advance for the duration of the school year.
3. Robert's Rules of Order will be used to conduct meetings.
4. Committee members will work to achieve consensus. If the Committee cannot achieve consensus, a vote following Robert's Rules of Order will be taken. Records of dissenting and minority opinion will be included in the final recommendation.

TERMS OF OFFICE

1. The Chair and Co-Chair of the Public Relations and Marketing Committee shall be elected for a two-year term by the Public Relations and Marketing Committee.

PROCEDURES

Since the Board of Trustees has established the Public Relations and Marketing Committee to ensure faculty, staff, students and administrators the right to participate effectively in college governance, the following procedures shall apply:

1. The Public Relations and Marketing Committee will allow for discussion and recommendations to be a shared process by representatives of all five constituent groups. In addition, visitors will be allowed to share their opinions, suggestions and ideas.
2. Copies of the minutes will be posted on the College website.
3. The views and opinions of the Public Relations and Marketing Committee will be expressed in written form to the College Council.
4. When the views and opinions by the members of the Public Relations and Marketing Committee are not accepted by the College President, a written statement giving the rationale for not accepting the view and opinions will be communicated to the members of the Public Relations and Marketing Committee.
5. The Public Relations and Marketing Committee will serve as a center to share information and discuss public relations and outreach strategy, marketing activities, projects, programs, and plans that have been developed or are being developed by all campus departments, and reserve the right to express its views and opinions to the College President on any of the above. It is not within the purview of Public Relations and Marketing Committee to discuss or advise on personnel topics or student discipline.

REVIEW AND REVISION

These standing rules may be changed by a majority vote of the Public Relations and Marketing Committee members.

PURPOSE

The IVC Public Relations and Marketing Committee is responsible for providing guidance and support for both internal and external initiatives and communication strategies that promote and enhance the mission of Imperial Valley College.

CHARGE

- To assist in creating the image of who and what Imperial Valley College is.
- To evaluate and coordinate the Public Relations and Marketing Plan with all constituencies.
- To recommend strategies to engage the community, creating awareness of Imperial Valley College's services.
- To interface with the campus IT department and appropriate technology committees in implementation of new communications methods for staff, students and the community.
- To develop strategies to improve and enhance internal communications
- Help those we serve see the advantages of IVC being a member of the community.
- To assist enrollment efforts through outreach and marketing efforts.
- To work with all internal departments conducting and analyzing research to identify target markets and strategies.

STRUCTURE

1. The following college constituencies retain all rights granted by law and/or regulations. The five groups represented in this shared governance structure are faculty, classified staff, classified managers/confidential, students, and administrators.
2. The permanent members of the Public Relations and Marketing Committee are:
 - At least two faculty members appointed by Academic Senate
 - At least two classified members appointed by CSEA
 - At least two members of the CMCA appointed by CMCA
 - At least two students at large appointed by ASG
 - At least one administrator appointed by the Administrative Council
 - Public Relations consultant
- ❖ Terms for faculty, classified, classified managers/confidential, public relations consultant and administrators shall be for two years.
- ❖ Terms for student representatives shall be for one year.
3. If the following departments are not represented by permanent members, additional members can be appointed by the President: IT, Student Affairs, the Athletics Department, the IVC Foundation and Applied Sciences.
4. The Chair and Co-Chair will be elected by the members of the Public Relations and Marketing Committee.
5. The Public Relations and Marketing Committee may create ad hoc committees as needed to address college wide issues and task forces to address specific (single item) issues.